Powering Through for Policy Change

Traci Kennedy

Midwest Consultant Americans for Nonsmokers' Rights

Missouri by the Numbers

- 29 smokefree ordinances
- 25% of Missourians covered by smokefree workplace law
- 14.9% high school smoking rate
- 60,000 # of callers to MO quitline from FY 2005 – FY 2013

Source: Campaign for Tobacco Free Kids – Toll of Tobacco in Missouri, Youth Tobacco Survey

MISSOURI'S SMOKEFREE CITIES

- Ballwin
- Branson
- Brentwood
- Chillicothe
- Clinton
- Clayton
- Columbia
- Creve Coeur
- Excelsior Springs
- Fulton
- Hannibal
- Independence
- Jefferson City

- Kansas City
- Kennett
- Kirkwood
- Lake St. Louis
- Lee's Summit
- Liberty
- North Kansas City
- Maryville
- O'Fallon
- Rolla
- Sedalia
- Springfield
- St. Joseph
- Warrensburg
- Washington

Filling in the Gaps

- No more low-hanging fruit
- smoking rates, level of support
- Lack of regional support
- Challenging political climate

Back to the Basics

- Build a strong grassroots coalition
- Recruit resources to support the campaign
- Determine your deal-breakers, stick to it!
- Cultivate policy champions
- Implement media and educational campaigns
- Address Opposition
- Create a sense of urgency

Strong Smokefree Laws

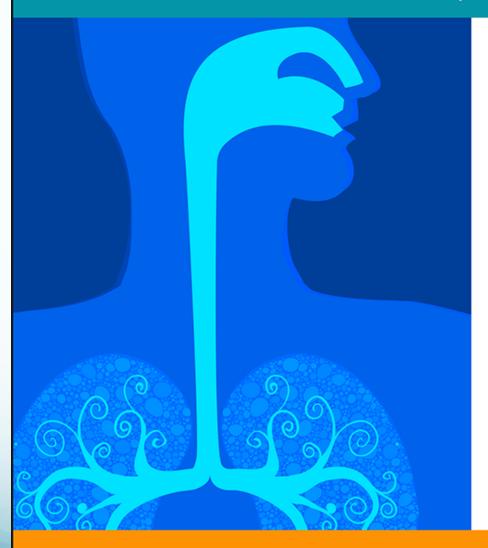
- Strong, Simple, Fair
- No Exemptions!
 - Private, Membership Clubs
 - Casinos
 - Tobacco Retail Stores
 - Vapor Products
- There's no safe level of exposure to secondhand smoke

Champions for Change





SMOKE-FREE JULY 2015



Thank you, BRANSON ALDERMEN

– from the bottom of our lungs!





Tri~Lakes Clean Air Alliance

Smokefree Policy Options

The tri-fecta

- 1. Raise the price
- 2. Fund programs for prevention and education
- 3. Pass smokefree workplace laws

Other Policy Options

- Multi-Unit Housing
- Minimum Age of Sales
- Advertising and Compliance Checks
- Outdoor Air parks, beaches

Emerging Issues

- Electronic Smoking Devices
 - NOT HARMLESS, NOT WATER VAPOR
 - Emit secondhand vapor found to contain heavy metals
 - Should be treated as tobacco products
- Local Control Preventing Preemption
 - Ability for local governments to pass policies stronger than statewide law

Join Us **Become A Member Today**

Traci Kennedy, MPA

Midwest Consultant

@: traciharr@gmail.com

t: 660.853.1820

